The Lemon Grove REVIEW

IN THIS ISSUE

Chamber of Commerce Gazette

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Council gives Yount high marks, $8K bonus

by Cheryl Cohen

City Manager Doug Yount has waited since February to get an evaluation of his work performance by city council. The review was to cover specific areas which Yount was to complete:

- maintain and enhance the fiscal performance of the city
- maintain and enhance the level of service provided to the community
- complete/continue progress on specific projects
- administer the city in a professional and successful manner
- maintain the supportive and productive relationship with council

How his performance stacked up depends upon whom you ask, but the consensus of council was a 3.2 on a scale of 1 - 5. The scale actually used, however, changed *dramatically from the one provided* by the city manager himself. In his scale of 1 - 5, 5 = "exceptional," 4 = "highly competent," 3 = "competent," 2 = "needs improvement" and 1 = "poor".

Councils are mandated by the Brown Act to conduct any discussions of monetary compensation in front of the public. However, the method they used to arrive at any dollar amount was discussed in a lengthy closed session.

Yount did not join council in closed session. And, in an unusually animated display, Yount played piano for the few remaining citizens which waited for the council's return to the room.

It was during this closed session that council decided not to use Yount's format, because to use it would amount to giving a bonus for even a "poor" rating. It was council's contention that the scale should start with something above satisfactory, therefore not pressuring them to give any points for performance below that.

Their rating was invented on the fly (and slightly tongue-in-cheek), behind closed doors, with 1 equaling "just above satisfactory," 2 = "good," 3 = "great," 4 = "wowie-zowie" and 5 = "walking on water."

Yount's suggested categories for performance evaluation included leadership; interpersonal/community relations; judgement/problem solving; and communication. Again, the council decided to opt out of using the format designed by the subject of evaluation in favor of their own.

Back in open session, Mayor Mary Sessom quickly gave a brief overview of their rating system and then stated the overall performance rating of Yount by council as 3.2, a surprisingly low-sounding rating for this usually pro-Yount city council. In reality, however, the rating was just above "great" on the scale that council used.

Councilman Tom Clabby suggested that, as Yount's bonus last year was $10,000, he throw in the bonus figure of $13,000 for discussion (Yount's recommendation for his own bonus was $15,000).

Councilman Jeffrey Jandura didn't want to be held to past years' bonuses and wanted to judge each year with a clean slate. To use the previous year as a base would pressure council to raise the figure annually. He agreed with Clabby's glowing view of Yount's performance, but wasn't prepared to "put the price tag that high."

Sessom plunged in with the figure of $8,150, which reported*ly was based upon a 1 - 15 scale.* It was a number that most of council could live with "in the spirit of compromise" and passed 4 - 1, with Clabby dissenting.

It was reported that Yount, in uncharacteristic fashion, left abruptly after the meeting, and was visibly upset with the amount and result of the evaluation. However, comments made by council members and the mayor were full of accolades for his performance.

Councilman Craig Lake, probably Yount's biggest critic on council, said that the manager's leadership ability "must be great because Lemon Grove has some of the lowest paid, hardest-working employees in the county," and still, they stay in Lemon Grove.

He said the way Yount's department reevaluated the city's animal control netted a better and cheaper program. Lake also said that he believes Yount has an unwavering allegiance to the city, the mayor and council, no matter if the faces within the entities change.

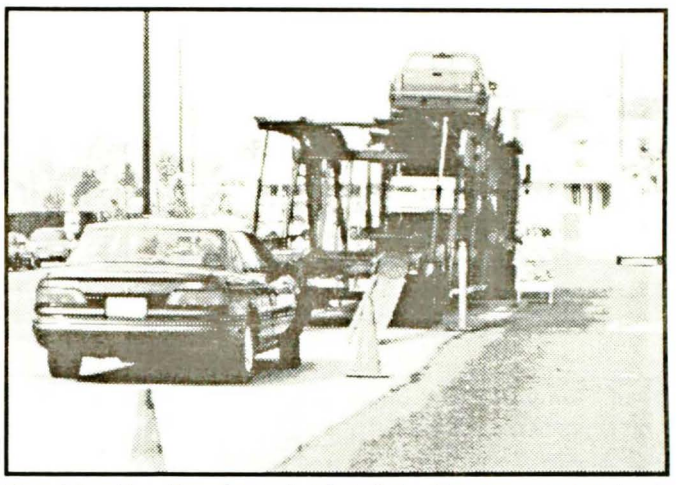
Sessom said the task was more than a little unnerving. She said Yount is an excellent manager who has built a staff that functions very capably together. "He takes direction well, and at the same time, is very creative. Doug nudges us without directing".

Both Lake and Sessom said that Yount's only weak areas were in communication, and cited the status of the Atherton Chapel project and the last-minute paperwork struggle for the fire department's Request For Proposal (RFP) as examples.

However, they also said that, if given the opportunity to have a different city manager, they'd prefer to keep the one they have.

Wood threatening recall effort, council looks at complaints about car dealership

by Cheryl Cohen



Corral Ford legally enjoys what Bob Baker Toyota cannot: unloading vehicles onto Federal Blvd. *Photo by Cheryl Cohen*

Lemon Grove citizen-activist John L. Wood would like to spearhead a recall election against the mayor and two councilmen, but is having a little difficulty getting there.

Wood said he went to the city clerk and requested the necessary forms to file a recall statement. She told him to get them from the library.

He said it's his understanding that, as the city's election official, she is supposed to provide this information to the general public. The clerk then suggested he get his forms from the county Registrar of Voters.

That office told him he should have been able to get forms from his local city election official. Wood called the clerk once again and said she refused to give them to him. He asked for another form needed for the recall and, after waiting for her to make a 15-minute phone call, she said she would not give him that form, either.

Wood said that upon arrival at his home approximately six minutes later, there is a call from City Hall asking him to come back and pick his forms up at the counter.

Now Woods wants to spearhead the firing of the city clerk/election official, Christine Taub, on top of the recall.

At the June 17 city council meeting, Taub's said that when Wood requested the forms, she felt it necessary to contact City Attorney Gloria McLean, because recall procedures and formats are spelled out in the state Election Code.

McLean later advised all parties in a written memorandum that her task is not to advise private citizens on issues of recall, and that she considers anything in excess of what the code "says is to be done," to be giving legal advice. She also wrote that Taub, after consulting with her, gave Wood the appropriate response.

Wood maintains that he was just trying to find out what the Election Code "says is to be done" in the first place, and that the forms should have been available through Taub without hesitation.

Meanwhile, he still hasn't filed the recall papers because he's trying to make sure their format is incontestable before he does so.

For more than 10 years, Wood has been a fixture at the city council podium, offering an ongoing log of code violations by Bob Baker Toyota and EDCO Disposal, questionable streetlight timing, and other perceived inconsistencies within the government of Lemon Grove.

Many of his perceptions are right on target: they map out city-acknowledged violations of civil code. But, until recently, there's been something seriously lacking in the responsiveness that the city gives to Wood's complaints.

While it certainly hasn't been for lack of Wood's civic involvement, it may well have been something to do with his delivery. Angry and disheveled, he illustrates his podium points with props such as bags of fertilizer, clutches of weeds grabbed from a code-violating landscape, toilet paper and huge recall signs. His own home has been the recipient of several code enforcement warnings, mostly having to do with piles of trash and abandoned cars.

He ran for city council four times, but never made it into the top three. Wood has also unsuccessfully tried to get appointed to the Planning Commission. He blames his lack of election prowess on his unwillingness to "beg for" campaign funds and the lack of a "significant other or wife" to support him in an election bid.

Others only see what they deem to be his incessant blaming and complaining at meetings, almost always about the same

Continued on Page 8

CCT's 'Godspell' to open on Mount Helix

Christian Community Theater (CCT) will present the whimsical musical "Godspell" at the Mount Helix Amphitheater in La Mesa beginning July 17 and continuing Thursday through Sunday until Aug. 2. All performances will begin at 8 p.m.

A summer tradition begun in 1980, CCT is best known for producing Broadway musicals in the historic amphitheater. This summer CCT is taking a "non-traditional" approach to a non-traditional musical, which is loosely based upon the ministry of Christ as recorded in the Gospel of Matthew.

The miracles of Jesus will be re-enacted with a combination of theater magic and the eclectic styles of Steven Schwartz's music. Originally staged using clowning techniques and "flower-child" costumes, CCT's production will feature traveling theatrical players of the Middle Ages, retelling the timeless stories of Jesus for today's audience.

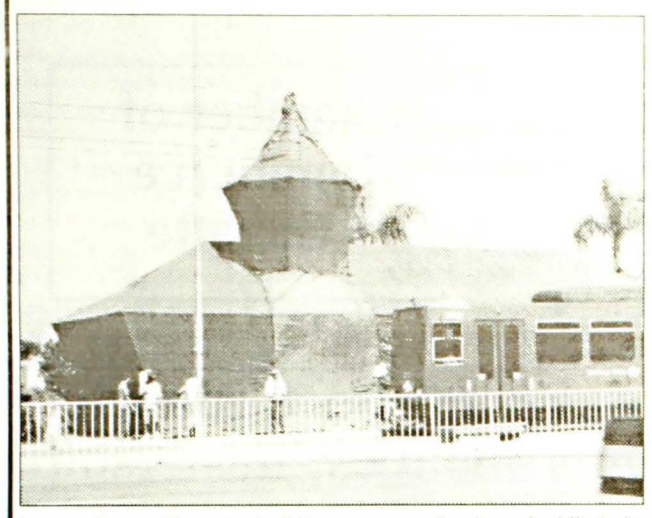
The ensemble cast of 40 players will feature 10 soloists, including Jason Kent of Chula Vista as Jesus, Tom Touw, also from Chula Vista, as John the Baptist, and Justin Parks of San Diego as Judas. Other featured singers are Katie Wilson, Jenny Bates of San Diego, Jon Lorenz, Kathy Sanchez and Kat Fitzpatrick of El Cajon, Eleni Gianulis of La Mesa, Raymond Harris of National City.

Tickets prices are $12 - $20, with children 12 and under only $8 for any seat. Discounts are available for groups of 15. The CCT Box Office is located at 1545 Pioneer Way in El Cajon and is open from 9 a.m. to 5 p.m. Monday through Friday. Call 588-0206 or 1-800-696-1929 to purchase tickets by phone with your credit card.

Presenting its 18th season of musical theater, Christian Community Theater is a non-profit educational corporation presenting high-quality, family entertainment since 1980. CCT also operates CYT, an after-school theater arts program for children 6-18.

For more information call 588-0206.

The great cover-up



Lemon Grove Chamber building wears eerie shroud while being fumigated. *Photo by Cheryl Cohen*

M is for Mayor

Personal comments of Mayor Mary Sessom

What makes our city a city

I believe the readers of this column know that this year is the 20th anniversary of the incorporation of Lemon Grove as a city. Before incorporation, this community was a part of the county of San Diego.

What is a city? I will borrow the answer from a 1997 publication celebrating the incorporation. "A city is simply a government entity which provides services that most closely affect the health and safety of its inhabitants. Cities generally levy taxes, establish local laws, provide police and fire protection, build and maintain roads, set policy, make all decisions concerning land use and provide an attractive environment for its residents." The county did all these things plus carried the responsibility for the judicial and welfare systems, among other things.

If the county was already taking care of things for Lemon Grove, then why incorporate. I have asked this question of several residents who were involved in the incorporation process and they say the same thing-better local control. As a city, we are not merely a part of a geographic area that has hundreds of thousands of people represented by one supervisor who may or may not live in this community. Lemon Grove, as a city, has a small population in a small area that is represented by five individuals who live in the community.

Are we better off as a city? Yes! Look at what we have done over the last 20 years. In terms of economic development, the downtown was revitalized and the trolley depot was built. Home Depot and Bob Baker Toyota opened their doors and Corral Ford decided to stay in Lemon Grove. Our citizens' lives were enhanced with the building of the Senior Center, recreation center and gym, improvements to our old and new parks, as well as improvements to our softball fields.

City government found a home in our current city hall but, more importantly, the sheriff was persuaded to keep a station in this city and not move it further east. Our fire department was stationed in a new building. Finally, pride in this community was instilled with improvements along Broadway including the undergrounding of utility poles, the landscaping along the trolley corridor, new median improvements along Lemon Grove Avenue and Broadway and our nationally acclaimed Paint Lemon Grove Project.

Lemon Grove Almanac

1994 Population:	25,100		Dwight Shelley
Incorporated:	1977		Jeff Jandura
Area:	3.75 sq. mi.	City Manager:	Doug Yount
Median income:	$34,399	Planning Director:	Jim Butler
1996-97 city budget:	$26.3 million	City Attorney:	Gloria McLean
1996 taxable sales:	$265 million	City Clerk:	Christine Taub
Mayor:	Mary Teresa Sessom	Sheriff's Capt.:	Yolanda Collins
Council:	Thomas Clabby	Fire Chief:	Dale Chamberlain
	Craig Lake		

Spending all your free time cleaning?
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If doing house work is cutting into your precious free time, maybe it's time to get a helping hand. You deserve it. Take advantage of our Get-Aquainted Offer and enjoy coming home to a clean house, instead of to *clean* house.
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WEATHER

The following information was provided by the National Weather Service.

		High	Low
July	2	91	63
July	3	93	57
July	4	82	57
July	5	82	63
July	6	81	62
July	7	75	63
July	8	76	61

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Submissions

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Material can be sent via e-mail at the following address: yscmr@adnc.com.

All materials must be received by the Monday preceding the date of publication. The editor reserves the right to edit all submissions.

PUBLIC NOTICE

NOTICE TO BIDDERS

The Grossmont Union High School District will receive bids for

FULL SERVE VENDING FOR CANNED BEVERAGES
FULL SERVE VENDING FOR SNACK ITEMS

Each bid shall be submitted on a form obtained at the Purchasing Department of said District, located at 1100 Murray Drive, El Cajon, CA 92020-5664 (mailing address: P.O. Box 1043, La Mesa, CA 91944-1043), shall be sealed and filed in said Purchasing Department on or before 2:00 p.m. on

JULY 25, 1997

and will be publicly opened and read aloud at that time and place.

The contracts will be awarded to the lowest responsive, responsible bidders meeting specifications. The Grossmont Union High School District reserves the right to reject any or all bids, to accept or reject any one or more items of a bid or to waive any irregularities or informalities in the bids or in the bidding.

No bidder may withdraw his bid for a period of thirty (30) days after the date set for the opening of bids.

In the event of identical bids, the Governing Board may determine by lot which bid shall be accepted per Public Contract Code 20117.

BID #2699
BID# 2700

Lemon Grove Review
July 10 & 17, 1997

••You saw it first in the Review••

Lemon Twist

by Cheryl Cohen

Tired of looking around the house for rummage, and can't find any? Don't worry! The Lemon Grove Historical Society's giant annual rummage sale is set for Saturday, from 8 a.m. to 2 p.m. at 7480 San Miguel Avenue in Lemon Grove. Proceeds will benefit the society's educational programs and museum development. In particular, they'd like to have on hand some usable children's items, furniture and clothing. If you'd like to donate some of your very own rummage and arrange for any pickup of the larger pieces of it, please call 462-7632.

Councilman Craig Lake has been appointed to serve a one-year term on the board of the San Diego Transit Corporation. Sounds so uncomfortable, doesn't it?

Everybody's doing it. No, not that. I mean evaluating Doug Yount, our city manager! Oh, sure – we could base ours on things like the International City/County Management Association's Award for Innovations in Local Government Management that he brought to the city for Paint Lemon Grove, and the ever-confusing concept of "Project Our Town." I think we should base ours upon different criteria, and use a 1 - 5 (with 1 being "sucks big scissors" to 5 being "he's so fine – oh, yeah") scoring method:

* PLAYS WELL WITH OTHERS: I gave Yount a 4 on this one, because even if he doesn't, nobody's been slapping him with enough force to make audible noises at meetings.

* PIANO PLAYING DURING CLOSED SESSION: Give him a 3.8 and a dollar tip – the composition was delightfully original.

* LEADERSHIP: Definitely a 1. I just think it's so degrading when he makes the council say, "Mother, may I?" before being allowed to give their reports at meetings.

* JUDGMENT/PROBLEM SOLVING: I say we give him a 5 on this one. I also happen to favor the "eenie, meenie, miney, moe" technique of decision making, and recommend it highly.

* FASHION STATEMENTS: Sorry Doug. You only get a 2.5. First, there's the neatness. Muss it up a bit, willya? Then there's accessory penalty. Just because you have lemons on your tie doesn't mean it's attractive in the fabric pattern. Maybe a few mustard smears would help. Call any local restaurateur for assistance, but call them right away.

* RETURNING PHONE CALLS: The poor *Union-Trib* reporter had to sit through almost an entire meeting because Doug wouldn't call him back one time. And, for Mr. Arner, that was cruel and unusual punishment. Doug usually returns mine, but always when I'm out. With the cruelty and timing factors, (and I hate to be harsh, but) he gets a 2.

* RETURNING LIBRARY BOOKS: Rosemary Putnam's not talking, so we haven't actually heard anything on either side of this one. Let's give him a default rating of 3.

* COMMUNICATIONS: I'm not sure if the old "neener-neener" playground singsong, the Rolling Stones' "You Can't Always Get What You Want" and Tom Petty's "It's Good to Be King" are appropriate as remarks from a city manager, but I personally like the melodic qualities of his selections, not to mention the display of self-esteem they portray. I've gotta go with a 4.5 on this.

Soooo, where does that leave us? It hovers somewhere around 3.225, which is right around "wouldn't kick him off the dais." Man! This is spooky; it's the same as city council gave him! What does it mean? Absolutely nothing redeeming, anyway — but Dougie — feel free to use it on your resume. No charge. Bonus?!

Send information about your special events and rating systems here (especially as "Letters to the Editor," unless you really like seeing letters from Joe Stern week after week). There's gotta be something brewin' out there in El Limón Grande - send them to *The Review*, or to me at 264-3153 (msg), 264-4180 (fax), or cirious@cts.com (Internet). We'll make it known to those that count (and score!).

Lemon Grove Fire Log

June 20, 1997 through June 26, 1997 (Cont..)

3200 blk. College Pl. Incoherent.
2700 blk. Bonita St. Possible stroke.
7100 blk. West View Pl. Difficulty breathing.
2200 blk. Bonita St. Fall.
2200 blk. Berry St. Overdose.
7200 blk. Broadway. Threatening suicide.
3200 blk. Acacia St. Chest pains.
2800 blk. Massachusetts Ave. Seizure.
6900 blk. Federal Blvd. Traffic accident.
8000 blk. Lemon Ave. Possible stroke.
2300 blk. Loma Dr. Possible stroke.

Auto, Truck, RV
Engine & Transmission Repair
• Electronic testing
• Electrical
• Tune ups
• Engine overhauls
• Transmission
• Brake service
• 4 X 4 Repair
RV Hoist up to 40'
LEE'S AUTOMOTIVE
Owner operated since 1960
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8260 Broadway • Lemon Grove
corner of Sweetwater Rd. & Broadway
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VISA

Lemon Grove Chamber of Commerce GAZETTE

And The Beat Goes On

by Mary England

Well, summer is actually here and we are truly enjoying the Best Climate On Earth." We offer a hearty welcome to our 13 new members' (read the separate article on this page for all the particulars). Our July calendar of events has had (2) added events - Sarah Ofield, asks everyone to join her in the Grand Opening Ceremonies at her new shop, Affordable Braids and Nails, 6933 North Ave. on Wednesday, July 16, 5-6:30 p.m. Call 465-3646 to R.S.V.P. Dennis Haselberg, one of the owners of Grove Executive Building, has asked to host a mixer this month. So mark your calendars-Wednesday, July 30-your invitation should arrive in the mail very soon. P.S. the attendance drawing is up to $140, so if your name/business name is drawn-we will be happy to, "Show You The Money"! Speaking of mixers, Wildflower Homes hosted an awesome mixer on June 18. The food was superb, thanks to Marie Tuthill-the jumbo shrimp didn't "stand a chance"-it got ugly around the shrimp platter, everyone trying to make sure they got their "fair share!" Albert Nottoli's name was drawn, but he was not present to collect the $130! Speaking of Marie and Dick Tuthill, they not only provided all the food and beverages-they also donated at least 5 door prizes for the end of the evening. Chamber members like the Tuthill's are the "jewels" that adorn our Chamber crown. Dick and Marie, thank you so much for everything! Additional "jewels" to be thanked for donated door prizes: Empire Beauty Supply, East County Holistic Care, Tyler's Taste of Texas, J & L Security & Investigations, Kathy Weissinger and of course your Chamber office added several items!

It's that time again! We are "gearing up" to produce our Commemorative 50th Anniversary Chamber Business Directory. Don't be left out! We are making significant changes to celebrate the occasion. Changes in size, pricing and scope! This "New" directory will be utilized as a tool to refer and generate "member to member" business. So join now! Our Chamber is only as strong as our membership! With your support, we can protect and provide economic growth for all business in our community!

Join us at this year's Concerts In The Park. Don't cook, leave all the hard work to your Chamber members, who will prepare hot dogs, chicken sandwiches, nachos and other items to tempt your taste buds!

To commemorate our 50th anniversary we are planning several "first time" events for your pleasure. The Progressive Dinner, is just around the corner-Saturday, Aug. 23-which will give us all a chance to enjoy good food and great company. We are also designing a business to business mixer, to celebrate our anniversary with all of Lemon Grove and East County businesses. Mark your calendar-Wednesday, Sept. 24, 5:30 p.m. - 7:30 p.m.., Admission $5, business displays - full table tops $15 1/2 table tops $10. Reserve your spot now! Call the Chamber office.

Calendar of upcoming events & community activities for your benefit

July

July 16 — Grand Opening - Affordable Braids & Nails
Time: 5 - 6:30 p.m. - 6933 North Avenue, Lemon Grove
Join us as we welcome this new business! R.S.V.P. 465-3646

July 30 — Chamber Mixer, hosted by The Grove Executive Building, 7227 Broadway
Time: 5 - 7 p.m., R.S.V.P. Chamber Office 469-9621 or Grove Executive Building, 464-1801 by July 25. Join the fun!

August

August 6 — Grand Opening - Healthwatch Publications - 7655 San Miguel , Lemon Grove
Time: 5:30 -7 p.m., R.S.V.P. 469-7089 or Chamber Office 469-9621 Help us welcome this new business!

August 14 — CHAMBER BOARD MEETING - 5:30 p.m. at the Fire Station
All members are welcome!

August 23 — New Event - "Progressive Dinner" Appetizers 5 - 6:30 p.m. Colleen & Rick Jackson's House, Main Course 7 - 8 p.m. Dona & Tom Clabby's House, Dessert 8 - 9:30 p.m. Mary & Dennis England's House - Join us! Cost $20 per person - Call the Chamber Office 469-9621 for tickets!

August 27 — Chamber Mixer - Hosted by Hillside Terrace Apartments, 3262 College Place, Lemon Grove. **Time**: 5:30 -7:30 p.m. R.S.V.P. Chamber Office 469-9621 - Invitations will be arriving soon! Join us poolside for this great mixer!

New Members

Welcome to June's New Members:

Affordable Braids & Nails
Nails & Hair Braiding
Sarah Ofield, 6933 North Ave.,Lemon Grove
465-3646
Grand Opening July 16!

Anna Shelley
Associate Member - D&M Welding
460-1720

Carpet Towne
Quality Carpet & Vinyl Sales
Frank Santilli, 7584 Broadway, Lemon Grove
464-2919
Right next to Home Depot!

Chef's Table
A Home Based Catering Service
James Senteno, 365 Montgomery St. Chula Vista
899-6007
Call for a menu list!

Canopy Master
Quality canopies
Butch & Luke, 7637 North Ave. Lemon Grove
466-2687.
Call for a pricing brochure!

Deering Banjo
The Finest Banjos In The World
Janet & Gary Deering
7936 Lester Ave., Lemon Grove
464-8252
Stop by and see their newest banjo!

Getting To Know You
A Personalized Telephone Directory
Dawn Watson, 1186 De Anza Ct., Chula Vista
421-9295
She will be visiting your business soon!

Gary Elbert-Painting & Decorating
Personalized Service
Gary Elbert, Owner 3251 Kempf, Lemon Grove
465-1328
Call for a free estimate!

Joyful Ventures
Personalized cards and gifts
Kathy Taylor, 4130 La Jolla Village Dr.,
Ste. 107-201, La Jolla,
587-9494
Designer greetings and gifts!

HealthWatch Publications
Health, Education & Gift Items
Lynda, Myrtle & Eric Motron, 7655 San Miguel,
Lemon Grove
466-7089
Grand Opening Aug. 6.

One Source Realty
A Full Service Company
Eileen Tansey, 2655 Camino Del Rio No.
Ste. 450, San Diego - 683-5452
Call for a free brochure!

Pacific Bell Mobile Services
The Best in PCS Telephone Service
Chris Prunk, Sales Rep.
9550 Chesapeake, Ste. 201, San Diego
316-5068.
The latest technology for you!

Tyler's Taste of Texas
Texas Style Breakfast, Lunch & Dinners
John & Roy Tyler, 8099 Broadway, Lemon Grove
462-9295
Try It - You'll Love It!

Thank you to the following for renewing their membership:

New Pacific Productions
Helen Ofield P.O. Box 12792,
San Diego, 462-8266

Courtesy TV-Sales & Service
Bob & Steve Brown,
7888 Broadway, Downtown Lemon Grove!
Stop By & See The New Location!

— Legislative Matters—

by Jack Moore

California Chamber of Commerce is sponsoring DUFOUR Seminar Series on Cal/OSHA "Compliance Beyond Injury & Illness Prevention." The seminar will be in San Diego 7-29-97 (Ph 961-553-3111.)

"JOB KILLERS II: Revenge of the Lawmakers" is a planned $500,000 media blitz by a coalition of the California Chamber, California Manufacturers Assn., California Taxpayers Assn., California Retailers Assn., Assn for California Tort Reform, and the Business Round Table. Their target is several proposed bills in the state legislature, three of which would add $3.5 billion to business in the form of increased health insurance premiums, Worker's Compensation benefits, and unemployment payments.

Business leadership finds 1997 a particularly onerous year legislatively. They're not sure why, but Democrats reclaimed both houses and hold 45 of 51 chairmanships and of 27 bills identified as "job killers", 26 had Democratic authors. Labor unions, trial lawyers and environmentalists are primary lobbyists for what is perceived as an anti-economic agenda.

Lemon Grove: Boston Market and a new Thrifty Drug Store is on the fast track for approvals to locate at STAIII, corner of Broadway and Massachusetts.

Meanwhile, other properties within STAIII are scheduled to be reclassified from General Commercial Zone to an "over lay" concept meaning both General Commercial and Heavy Commercial uses would be acceptable until the desired large lot regional retail use occurs. The yellow shirts gave tentative acceptance.

Chamber Mixer

Hosted by Hillside Terrace Apartments
3232 College Place, Lemon Grove
5:30 - 7:30 p.m., August 27
R.S.V.P. to Chamber at 469-9621

Chamber Directory Advertising Prices

This Year's Book is Full Size 81/2" x 11"

Business Card	$ 35.00
1/4 Page	$ 60.00
1/2 Page	$ 100.00
Full Page	$ 200.00
Inside Cover (only 1 left)	$ 250.00
Back Cover	$ 400.00 (or 2 businesses @ $200 each)

All prices are based on camera ready copy being provided **Deadline July 18**. Call the Chamber Office, 469-9621 ***now*** to reserve your space! Bonus-advertise this year and receive an automatic 25 percent discount on advertising in the 1998-1999 Chamber Directory! What a Deal!

A Gaggle of Multiplexes

by Betty Jo Tucker

East County boasts 49 of San Diego's 400 movie screens, and all but two drive-in screens are in multiplexes. With the recent proposal of a new multiplex in Lemon Grove, a 24-screen AMC facility in Santee and the planned opening of a 12-screen Edwards Theater just outside Spring Valley, one begins to wonder just how many multiplexes East County can support.

"One in every shopping mall" seems to be the quick answer. Multiplex theaters have become increasingly popular with moviegoers during the past two decades because they increase choice.

For example, East County residents who wanted to see "The Lost World Jurassic Park" somewhere near home during the recent Memorial Day Weekend had several options for fitting this blockbuster film into their holiday schedules.

It was showing on three screens at both Pacific's Grossmont Center and Mann's Grove 9. AMC's Santee Village 8 was playing the movie on two screens. One theater scheduled the film almost every half hour beginning at 10:15 a.m. and ending at 11:30 p.m. If one time was sold out, moviegoers could pick another.

Only El Cajon's Regal 8 was without "The Lost World" on that holiday weekend.

"So many movie choices in terms of films and times," confirmed Gray Baker, a manager at AMC Santee Village 8.

Location, location, location, is a second reason for the success of the multiplex. Most are built in shopping centers or malls, thereby giving their patrons the opportunity to visit stores and eat at a variety of restaurants within walking distance of the theater.

Of course, it was not always this way. Avid East County movie fans will remember the sense of loss when the 990-seat Grossmont Cinema, located across from the Broadway (now Macy's) department store, closed its doors because of economic problems.

I remember seeing "Raiders of the Lost Ark" at that splendid movie house shortly after moving to La Mesa. I fell in love with its huge screen and super sound. But now, we have many more films to choose from in the area, thanks to the 16 screens of Pacific's Grossmont Center and the nearby Pacific Grossmont Trolley 8 multiplex.

Today's theater owners prefer multiplexes because the ability to show several films at one time enables them to earn more profits.

"We can expand into other auditoriums when we get the big hits and still have room for other films," said Bill Hurtz, public relations director for Mann Theaters.

If they have a big moneymaker (like "Batman and Robin") on one screen, it can make up for a box office flop like "Til There Was You" playing on another screen in the same theater.

Because of current film distribution procedures and modern technology, it generally costs no more to show a film on four screens in one theater than on just one screen. Of course, multiplexes incur more expenses due to hiring additional personnel, but increased ticket sales make up for the added costs.

Then too, when more people go to the movies, more concessions are sold. This pleases theater owners, for there's a higher profit margin on popcorn, candy and other goodies than on the sale of tickets.

It's no secret that the biggest chunk of profit from movie ticket sales goes to movie studios and production companies.

Multiplexes also give theater owners more power with film distributors.

"If you can show a film on many screens, you have a better chance of scheduling the important film releases," said Angela Anable, manager of San Diego's Landmark Theaters.

The biggest threat to multiplexes nationwide comes from the new "megaplex" movie houses featuring 16 or more screens. The only megaplex currently in San Diego County is AMC's Mission Valley 20, which has been immensely successful since its opening two years ago.

"Even with 20 screens, we can't take care of everyone who wants to see a movie here," said the theater's general manage, Albert Santana. "We are already over capacity."

AMC's announcement to build 60 megaplexes in the United States this year sent shockwaves through the theater industry. Many owners fear a decrease of everyone's profits as a result of overbuilding.

Robert McCutcheon, Pacific's regional manager and director of California projects, believes a multiplex saturation point can be reached, yet he remains optimistic about the big business generated by these multi-screen theaters.

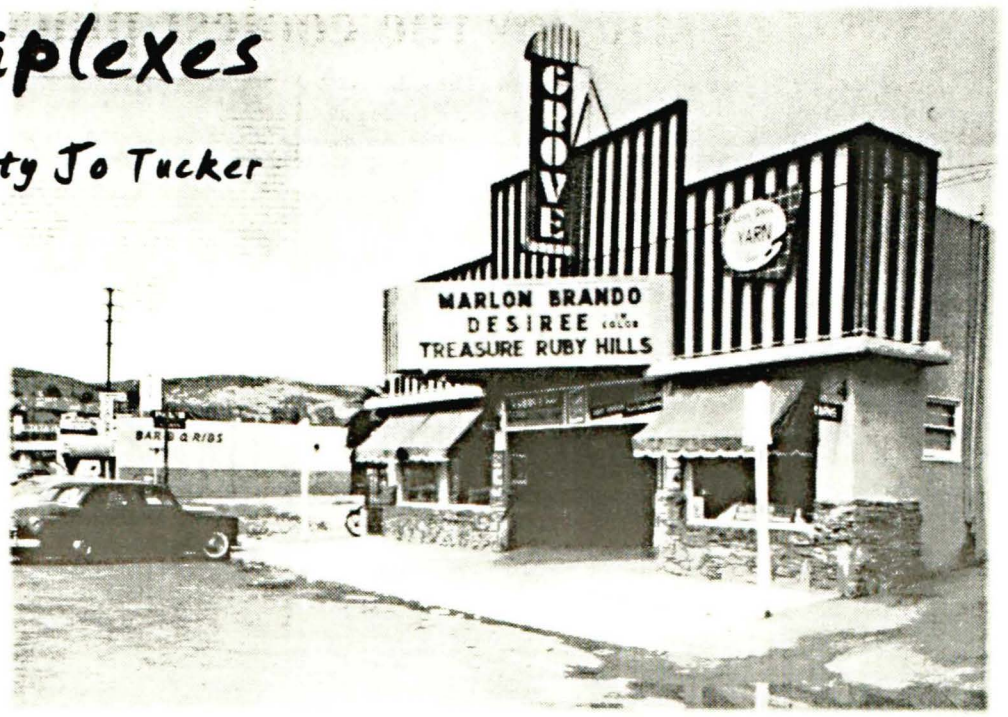
AMC's Santana feels much the same way.

"Multiplexes are the wave of the future in the movie business," he asserted confidently.

David Law of San Diego's *Hot Trax* predicts multiplexes will continue to be successful because movies are the entertainment of the future.

"They give people a chance to get out of the house and are cheaper than live entertainment," he said.

I just love a happy ending, don't you?



In 1955, drive-in theaters in East County outnumbered sit-down movie houses like the Grove Theater (on the corner of Lemon Grove Avenue and Lester Street, the site currently occupied by Grove Office Supply). There was the El Cajon Theater on Main Street, the Lakeside Theater (now a live theater bearing the same name) and La Mesa had the Helix Theater on the corner of La Mesa Blvd. and University Avenue.

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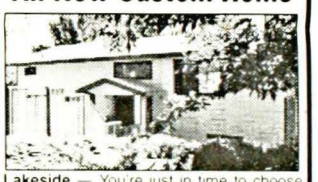

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Where have all the drive-ins gone?

There were once 17 drive-ins in San Diego, four in East County: the Santee, the Aero in El Cajon, the Alvarado in La Mesa and the Ace in Lemon Grove.

But as land became useful for shopping centers and condominiums, and as multiplex cinemas became more profitable for theater owners, the drive-ins all but vanished.

The Del Mar shut down in 1977, followed by the Rancho (Bayview Heights) and Tu-Vu (Clairemont) in 1978, the Alvarado in 1979, the Big Sky (Chula Vista), Midway (Point Loma), and Pacific (Pacific Beach) in 1980, the Campus (College Area) in 1983, the Escondido in 1984, and the Frontier (Point Loma), the last of the city of San Diego's drive-ins, in 1985.

When the Ace closed, only five drive-in theaters were left: the Santee, the Aero, the Valley (Oceanside), the Harbor (National City/Chula Vista), and the South Bay (Imperial Beach).

The surviving ones made some adjustments. In 1977, the Santee became a two-screen theater; other than the Valley East and West (the Oceanside theater, not mentioned above, was the 17th drive-in) the Santee and the Frontier were the first theaters to twin.

Lot size is important to the survival of the drive-in, which cannot have several showings a day as the walk-ins do.

"You've got to be able to make a lot of money in four hours," said Jeff Messenger, manager of the Santee Drive-in (which has spots for 980 cars). "You're closed 20 hours a day. You're not generating any income."

For about 15 years, the Santee has leased out the grounds to the company organizing the swap meet, but doesn't get a percentage.

On the other hand, theaters must pay a percentage of their gross box office receipts to the studios, so studios don't like to see the by-carload pricing prevalent at smaller theaters like the Aero and the Harbor.

"If you want to get a first-run movie you have to charge a per-person price because that's what the studio wants," Messenger said.

— *Joe Naiman*

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Ceramics studios the coolest places in town

by Cynthia O'Neill

The heat is upon us once again. Rather than plop into an overstuffed chair at a bookstore, why not try the coolest new social scene in town: your local ceramic studio.

These are places where you can paint to your heart's content and walk out with your own personalized ceramic art, anything from a keepsake container to a full set of plates and dishes. And maybe a new set of friends, at that.

Ceramics studios originated in New York several years ago. They featured the traditional ceramics with which the customer worked, having to scrape and smooth off all kinds of nicks and seam lines on a piece of greenware (porcelain in its raw form, after having been molded).

Many people find that process particularly tedious, preferring to go straight to selecting a design and painting.

Enter two sisters, Tina Wilson and Carol Marmor. They are celebrating the six-month anniversary of their shop's opening, Adventures in Art in Santee's Town Center. The shop is a contemporary ceramics studio, one of the fastest growing retail industries these days.

Wilson knows why.

"People have less time to do things than ever before, and we offer them a place and chance to actually do something creative," she said. "At the same time, they don't have to worry about cleaning up the creative mess they left behind. We take care of all that."

However, Wilson and Marmor work closely with traditional ceramics studios, ordering supplies and asking advice from them. Gary and Linda Seamans, owners of Baubles Etc. Ceramics in El Cajon, said all the ceramics studios work together.

"Once people get introduced to the idea of painting on ceramics, like at Tina's studio, sometimes they want to get more involved in the process," said Linda. "And that's when people discover us.

Baubles Etc. Ceramics is a teaching studio, having seen an incredible growth within just the last year.

The cast of "Friends" having a ceramics painting party at Color Me Mine Ceramics in Los Angeles about a year ago was written up in People Magazine. The next thing the Seamans knew, business was booming.

"People used to think of ceramics as ashtrays and mugs made in a dirty, dusty hole in the wall," said Linda. "Not anymore."

Since opening five years ago, Baubles Etc. has had steady, faithful customers, some coming from far away as Point Loma. The studio holds classes three hours long, self-paced. The instructor assists with cleaning, firing, glazing and designing.

"And we do see some masterpieces come out of here," said Linda. "Some of our long-standing customers come in here and do all the work, none of it at their own home. They create something fabulous like an Italian dinner plate and then sell it at a La Jolla boutique."

"At none too low a price," added Gary Seamans.

At Adventures in Art, you select a piece of greenware — bisque — which is porcelain before it's painted and fired. After deciding on the colors and designs, you sit down at a table with brushes and a tile on which you squeeze dollops of the paint. You moisten the brush with water, dab it into one of the paint dollops and start to work.

"You definitely don't have to be an artist to paint here," said Wilson. "This is less of an art thing, anyway, it's more of a social thing because people talk to each other, table to table. I've had some people say this was better than therapy—it's certainly cheaper."

Take Marilyn Boyd, for example, a woman who comes in three or four times a week. She's become good friends with Natalie Wasko, another regular customer and daughter of Christine, who works at Adventures.

Tina Wilson (standing) admires the garden marker painted by Marilyn Boyd at Adventures in Art. *Photo by Cynthia O'Neill*

"You could say I've more or less adopted Natalie as a granddaughter until my own kids start having children," said Boyd. She comes regularly to the studio, allowing a little time for her retired husband to do what he wants.

Women are not the only customers at Adventures. On Father's Day, a woman brought her husband and children with her to the studio.

"She wanted to show her husband her new hobby, and after a look around at the items, the woman said, 'Okay, Dad, you pick something, you're going to paint!' " said Marmor. "And you know? He spent an hour and a half having a good time, painting one of our plaster pencil sharpeners, the football one. He was impressed. And his kids had a good time with him."

Whether it's at Adventures in Art, Baubles Etc., Backdoor Ceramics in Spring Valley or any of the several ceramics studios in East County, creating a ceramic work of art is perfect for all kinds of social situations.

"It's great for a first date because then you're not sitting across from each other wondering what to say," laughed Wilson. "Besides, at the end of the evening, you have a momento. Whether or not you decide to date again is another question!"

Firefighters plan convoy for Burn Run, Fire Expo

Fire truck rides, a parade of more than 70 fire engines and demonstrations by firefighters will highlight the annual Burn Run/Fire Expo '97 from 1 to 6 p.m., July 26, at Qualcomm Stadium. The event is free.

Burn Run/Fire Expo '97 is sponsored by the San Diego-Imperial County Firefighters Advisory Council to the Burn Institute and is held in conjunction with "Firefighters Night at the Padres" at 7 p.m.

The event offers local residents a chance to see how their fire agencies and firefighters protect lives and property on a daily basis throughout the year. Every fire department from throughout San Diego and Imperial counties participate in this day-long event.

"This year's Burn Run/Fire Expo '97 has something for everyone," said El Cajon Fire Captain Doug Elliott, chair of this year's event. "Families should plan to spend the day and stay for the game at night. I can guarantee them a fun-packed day."

The day will begin at 8 a.m. with "Burn Run" — a convoy of fire trucks and engines from stations throughout San Diego County. When the fire rigs reach the stadium at 2 p.m., more than 70 trucks and engines will parade through Fire Expo '97 with lights and sirens blaring during a special commencement ceremony.

The Expo will be held in section J5 of the Qualcomm Stadium parking lot. Firefighters will demonstrate their equipment and techniques, including rappelling, auto extrication using the "Jaws of Life," bomb disposal techniques using a specialized robot, helicopter fly-overs, and more. Live music begins at 4 p.m. with The Mar Dells in concert until 6 p.m.

"Firefighters Night at the Padres" starts at 7 p.m. Sierra Hartwell, a five-year-old child with burn injuries, throwing out the first pitch of the game.

Foreign students need host families

The Academic Year in America student exchange program is seeking families to host foreign students for the coming semester.

The program, sponsored by the American Institute for Foreign Study Foundation, makes it possible for teenagers from around the world to spend a semester or a full school year living with American families and attending local high schools.

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East County Theater Guide

Octad-One Productions
East County Performing Arts Complex Amphitheater
210 E Main Street, El Cajon (588-0206)
"Much Ado About Nothing" by William Shakespeare
Saturdays and Sundays, through Aug. 31, 6 p.m.
Tickets: donations accepted

Lamplighters Community Theater
8053 University Avenue, La Mesa (464-4508)
"Driving Miss Daisy" by Alfred Uhry
Fridays and Saturdays, through Aug. 10, 8 p.m.
Sundays, 2 p.m.
Tickets: $8 - $10

Octad-One Productions
Lakeside Theater
10009 Maine Ave., Lakeside (466-3987)
"The Wacky, Wild Days of the West"
by Jill Virginia Costanzo & Wayne Alan Erreca
Saturdays, through July 27, 8 p.m.
Sundays, 2 p.m.
Tickets: $4 - $6

Way to go!

Lemon Grove resident Chris White, an electronic engine specialist at Drew Ford of La Mesa, has earned a Ford Motor Company Engine Master Technician Award. White is one of two percent of Ford auto technicians who earn the coveted designation of "Master Tech."

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FICTITIOUS BUSINESS NAME STATEMENT
Assigned File No 97015600

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This business is conducted by: an Individual
The transaction of business began on: 6-13-97
Signature of Registrant:
CHARLES THOMAS CARVAJAL
This statement was filed with Gregory J. Smith the Recorder/ County Clerk of San Diego County on JUN 13 1997
Lemon Grove Review
June 19, 26, July 3 & 10, 1997

SUMMARY OF AN URGENCY ORDINANCE REPEALING ORDINANCE NO 264, REGULATIONS FOR UNCONVENTIONAL CARPORTS

ORDINANCE NO. 267

Only July 1, 1997, the City Council of the City of Lemon Grove, California, adopted Ordinance No. 267 pursuant to the urgency provisions of Section 36937 of the California Government Code. Ordinance No. 267 repeals Ordinance No. 264 Regulations for Unconventional Carports.
This summary is published pursuant to Section 36933(c)(1) of the California Government Code.
Voting For: Sessom, Clabby, Jandura, Lake, Shelley
Voting Against: None
The full text of said Ordinance is on file in the Office of the City Clerk at 3232 Main Street, Lemon Grove, California 91945.

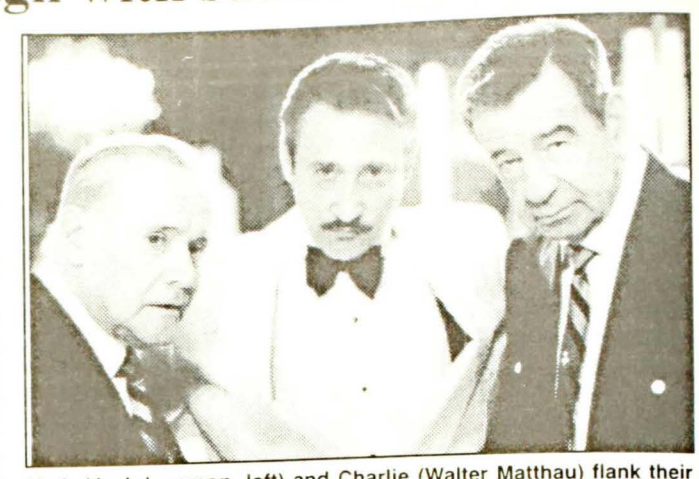
CHRISTINE TAUB
FINANCE DIRECTOR/CITY CLERK

Lemon Grove Review
July 10, 1997

Reel Thoughts

Get set to laugh with summer comedies

by Betty Jo Tucker



Herb (Jack Lemmon, left) and Charlie (Walter Matthau) flank their very exacting boss, Gil Godwyn (Brent Spiner), in "Out To Sea."

Besides being very funny movies, Tri-Star's "My Best Friend's Wedding" and 20th Century Fox's "Out to Sea" feature two of the best supporting actor performances of the year.

In the former, British Actor Rupert Everett plays Julia Roberts' gay friend who poses as her fiance to make the man she really loves jealous. Think about Cary Grant with a touch of Peter Sellers and you have some idea of Everett's immense appeal in this career-boosting role. In "Out to Sea," Brent Spiner takes over the film as a cruise ship entertainment coordinator whose role model is Adolf Hitler.

Spiner makes the perfect foil for Walter Matthau and Jack Lemmon, two senior citizens who have signed on as dance hosts for the cruise ship guests. Spiner warns them, "I am your worst nightmare-a song and dance man raised on a military base!"

"My Best Friend's Wedding" and "Out to Sea," both deal effectively with the problems and joys of friendship as well as with the pitfalls of dishonesty. They remind us that a friend is someone who knows all your faults but likes you just the same and they help us realize how important it is to be a good friend during times of crisis.

And speaking of faults, Julia Roberts alternately dismays and delights us in "My Best Friend's Wedding" as she tries desperately to ruin the nuptial plans of Cameron Diaz and Dermot Mulroney, her long-time best friend, when she realizes she loves him. Once again, Roberts gets through to us again as a comedic actress, just as she did in "Pretty Woman."

In their best movie together since the classic "Odd Couple," Matthau and Lemmon weave their special magic in "Out to Sea." Watching Lemmon teach a klutzy Matthau how to dance, we can't help wondering if Ginger and Fred are turning over in their graves.

Both films use wonderful music as part of the storytelling. Watch for a hilarious scene in "My Best Friend's Wedding" when Everett's character gets everyone at a luncheon for the bride-to-be to join in singing "I Say A Little Prayer for You." You'll love it! And when Spiner goes into his lounge act mode, complete with back-up singers, you'll wish he had more such numbers in "Out to Sea."

I heartily recommend these two entertaining movies for your summer viewing pleasure.

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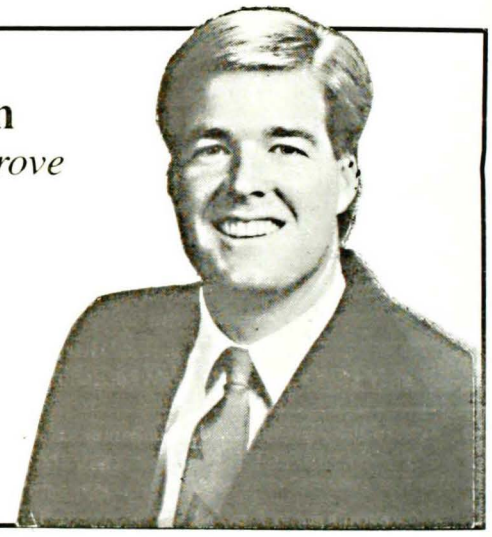

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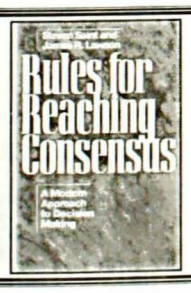

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Recall

Continued from Page 1

issues. What is considered tired and redundant by some of those that listen to him is astonishing to others, who wonder why these legitimate complaints have gone unresolved for so long.

Wood lives on Central Avenue, on a hill which overlooks the section of Federal Blvd. where Bob Baker Toyota is located. Several of his chronic complaints are about the car dealership, the biggest probably being the illegal unloading of their vehicles onto Federal Blvd..

Unloading onto Federal Blvd. is a violation of their nine-page Conditional Use Permit (CUP), which clearly states that "the unloading of cars shall take place within the transporter parking and parts delivery area ... and shall not occur within any public right-of-way or obstruct any off-street parking areas or driveways."

Baker's CUP is dated Mar. 28, 1994, and there has been correspondence between the city and the dealership ever since. Despite years of complaints by Wood and polite requests from the city, Baker continues to "occasionally violate" this part of the permit.

Most recently, Wood has also complained about some noise, lighting and landscaping/weed abatement issues with regard to the dealership.

Corral Ford, just yards east of Bob Baker's dealership on Federal Blvd., regularly unloads vehicles onto the street. The difference is that they are not in violation of their CUP by doing so. Why the different treatment between two dealerships so close together?

"That's a good question", said Councilman Dwight Shelley. He decided that, after years of listening to Wood at the council meetings, it was time to see if he could help to resolve things by checking them out personally.

First, he sat down with City Manager Doug Yount and went over Baker's CUP point by point. Then, Shelley talked to 10 of Wood's neighbors, people he thought would be similarly affected by the violations.

The one complaint echoed by several neighbors was that car alarms frequently go off in the dealer's lot at all hours of the night, interrupting their sleep. There were also some weeds growing too close to a neighbor's fence from Baker's property, but arrangements have already been made to cut them down this coming week.

Yount has now sent an internal memorandum to council members and to Wood, stating that after careful investigation of each point of the CUP for Bob Baker's facility, they are in full compliance with each and every condition of these permits, "with the occasional violation of the requirement for off-loading of vehicles in the street".

Attached to the memo were copies of two years' worth of correspondence between the city and the dealership, trying to get the unloading resolved.

While the memorandum was careful to point out the due diligence and commitment in addressing all concerns surrounding the Bob Baker properties, it does not address the question: does the fact that a violation is occasional make it any less illegal? And, when is occasional too often?

Shelley doesn't have an answer to these questions, but said that, one way or another, they have to find a way to resolve them.

Yount's correspondence says that the easiest approach to the problems may be to just amend Baker's CUP to allow off-loading on Federal Blvd. during hours which would not pose a traffic problem.

Whether or not Wood will be happy with any proposed solutions remains to be seen. However, he is at least one malcontent that ultimately has the city's codes, if not the city itself, on his side.

City council meetings are the 1st and 3rd Tuesdays of the month at 7 p.m. in the Community Center, 3146 School Ln.

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